

# OLFACTORY GEAR



## ACQUA DI PARMA MEETS POLTRONA FRAU

This product intersects two categories: car-care and fragrance. Masterfully executed by GamFratesi, this Airound car diffuser is designed to deliver Acqua Di Parma's destination scents while you are on the move. The houses explain: "The diffuser is attached to the car's ventilation grille by means of a convenient magnetic support. By positioning the cursor to 'on' and activating the car's ventilation system, the cold diffusion of the fragrance is started by means of the air circulation in the diffuser's grilles. The various perfumes are encapsulated in special polymer-based alcohol-free and solvent-free 'pearls', contained in turn in refills that can be replaced any time" – € 142.